

DAFTAR GAMBAR

Gambar 1. 1 Evolusi Logo Perusahaan Nike	2
Gambar 1. 2 Volume Pasar Sneaker Di Indonesia	3
Gambar 1. 3 The World's Most Popular Sneaker Brands	4
Gambar 1. 4 Top-Traded Brands (2024)	5
Gambar 1. 5 Revenue of Nike from 2005 to 2024(in million U.S. dollars).....	7
Gambar 1. 6 Brands On The Rise.....	9
Gambar 1. 7 Adidas, New Balance, On and Hoka gain as Nike loses market share	10
Gambar 1. 8 Daftar Merek Sepatu Sneakers yang Paling Banyak Disukai .	14
Gambar 1. 9 Media Impact Value™ of the most powerful brands in sportswear worldwide in 2023(in billion U.S. dollars)	17
Gambar 2. 1 Kerangka Pemikiran	45
Gambar 3. 1 Tahapan Penelitian.....	53
Gambar 3. 2 Persentasi dalam Garis Kontinum.....	61
Gambar 3. 3 Path Model Awal.....	62
Gambar 4. 1 Garis Kontinum Variabel Citra Merek	73
Gambar 4. 2 Garis Kontinum Variabel Kualitas Produk	77
Gambar 4. 3 Garis Kontinum Variabel Keputusan Pembelian	81
Gambar 4. 4 Garis Kontinum Variabel Persepsi Nilai.....	85
Gambar 4. 5 Outer Model.....	86
Gambar 4. 6 Inner Model	91